

# Secrets <sup>for a</sup> Successful

## YARD SALE

Written by Rebecca Martin

**Y**ard sales can be great fun and pretty good moneymakers, or they can be enormous headaches that leave everyone grouchy and still owning all that stuff. Use these tips from yard-sale veterans for your next outing:

### Ask these questions:

Are we allowed to do it? Is it worth it? When should we do it?

### Remember this:

Good signage is critical and advertising works!

### Labeling and pricing items:

Label each item if you can, or group identifiably – all hardbacks \$1. For even more added value, have a “free with any purchase” table.

### Handling the money:

Start with \$50 to \$100 in small bills and change. Use a carpenter apron instead of a cash box -- no one can reach for your tummy area without your noticing. Cash definitely is the way to go for simplicity – no checks.

### Tips during the sale:

In no particular order, here are some small but helpful tips for running a great yard sale.

☼ “Friendly and courteous” works. “Surly and abrupt” doesn’t. No one cares that your feet hurt and you’re getting sunburned.

☼ Watch people, but don’t hover.

☼ If it’s hot, have fans going, and maybe even consider selling cold, bottled water.

☼ Clearly label things that are NOT for sale.

☼ Under NO circumstances allow anyone into your house.

☼ Keep a cell phone on you for safety.

☼ Have a calculator, pen and paper, extra pricing labels, bags and boxes handy.

☼ Put everything on tables, not on the ground – unless it belongs there.

☼ Keep traffic areas clear for safety.

☼ Battery-operated items should have batteries. Have electric outlets or extension cords for demonstrating that electric items work.

☼ Turn on TVs and radios at low volumes – it proves they work and may make the atmosphere a bit more festive. If they’re off, add a sign: “Ask to try me.”

☼ At the end of the day, put large “Closed” signs out, with the next day’s opening time shown.

### Finally:

At the end of the sale make arrangements to deliver any remaining clean, functional items to charitable organizations. But if you’d be embarrassed handing an item to someone, it probably should go to the dump. You already got it as far as the front yard -- do NOT take it back inside the house! ■